



## **Rock Your Subscription Site with Sadie Nardini**

### **Sadie is:**

One of the world's top digital wellness creators.

**Founder of The Fit & Fierce Club:** My Yoga / HIIT (Yoga Shred®) and other online classes: [www.FitFierceClub.com](http://www.FitFierceClub.com)

**Founder of Creatrix,** an online subscription platform for wellness creators.

### **Sample monthly playlist and video creation outline:**

Your subscription site is an environment you design that allows your clients to have fresh monthly information / training / guidance from you, and better access to you.

Subscription sites create ongoing relationships with your audience, a more convenient and affordable way to learn, and exponentially more recurring revenue for your marketing dollar.

To create your best subscription model:

- Clarify what your core message and skill set is. What will you offer at your e-learning platform?

- Use your time wisely. Start with what your schedule will comfortably allow - don't overpromise content. You can always add more, but adding less won't go over well.
- Plan out your monthly theme or creations.
- Film all classes well in advance.

### **Equipment I use:**

**Camera:** Canon EOS M6 Mark II with an SD card

**Sound:** Rhode directional mic

**Lights:** Fovitec soft box lights (3)

But **a smartphone** with a video pro mic and a better lens for filming (along with the lights) can work fine.

AirPod earbuds and the Filmic app can also improve sound.

**Editing:** I use either iMovie or Final Cut Pro.

**Upload:** Once you film and edit your videos: Upload them to Vimeo Pro and/or your preferred platform:

### **Platforms I recommend (and don't):**

#### **Beginning Creators: Rent it:**

Hey Marvelous

#### **Pro Creators with a Web person or team: Own it:**

Creatrix (email [info@fitfierceclub.com](mailto:info@fitfierceclub.com) to inquire)

**\*Do Not Recommend:** Vimeo OTT, Uscreen, YouTube. Expensive, not built for wellness creators, customer service is poor, YouTube simply looks awful and you have to handle all customer service yourself.

## **UPLOAD CHECKLIST (How I do it)**

### **(I house my videos on VIMEO PRO\*)**

- Make sure your videos are uploaded to \*Vimeo Pro and put in the right folder by the 20th of each month
- Add thumbnail (create in Canva)
- Add video title and description
- Make sure you have the number of the video in the title to remember which order to list them in on your site - can take the numbers off once ordered.
- Do not wait until the last minute (you'll have to manually add the videos and filters to the new site so delays will stress you)
- Create Filters and Categories to choose from listed below (brainstorm your own):

**AREA OF FOCUS:** (yours can be anything you like - helpful to orient your viewers to what's in the video) :

- Cardio / Sweat Workout / Weight Loss
- Core Strength / Abs
- Arm Sculpt / Upper Body / Shoulders
- Lower Body: Hips / Glutes / Legs / Thighs
- Detox / Cleanse
- Stress & Anxiety Relief
- Hands Free / Wrist Safer

- Align Your Spine
- Back Body Strength & Stretch
- Arm & Leg Balances & Stability
- Backbends
- Whole Body Transformation
- Energy Cleanse & Focus
- Pregnancy / Post Natal

**INTENSITY** Choose from these:

- Sitting (Still Or Very Little Movement)
- Gentle / Restorative (Warm, Stretch, Restore, Detox)
- Strong Basics (Slow & Strengthening Flow, Foundations)
- Open Level (All Levels, Strong, Flowing, Creative)
- Quite Fierce (Adventurous, Stamina, Mindfully Challenging)

### **DURATION**

- Under 10 Minutes
- 10-20 Minutes
- 20-30 Minutes
- 30-40 Minutes
- 40+ Minutes

**PREVIOUS JOURNEYS (2-4 classes per week: 8-18 videos)**

2022

**Jan** Happy New Fierce

**Feb** All fierce heart

**March** Back to Basics

**April:** Chakra Cleanse

**May:** Yoga Shred Bootcamp

**June:** The Resistance Revolution

**July:** The Elemental Journey

**August:** Total Body Reset II + Lower Body Legs and Booty

**September:** Balance and Perspective

**October:** Yoga for Life

**November:** The Emotional Evolution

**Sample class listing** (I usually drop 18 new classes per month, all in a Member Journey along a theme). This one was for:

### **JUNE: The Resistance Revolution**

Resistance Training (add weights to yoga, HIIT or other flows plus restorative classes, meditations or motivations about breaking through resistance).

#### 1. **Yoga Shred with Sadie**

**Title Class:** The Booty Builder Yoga Shred Fusion

**Description:** Blend HIIT cardio moves and yoga flow, all focused on glutes tone and lift - as well as whole body fitness!

**Area of focus:** Cardio, Sweat, Lower Body, Glutes, Whole Body Transformation

**Duration:** 20 mins

**Intensity:** Open, Fierce

**Props:** Two 1-3 lb hand weights and ankle weights recommended

**Promote your site:** Check out my Instagram to see how I talk about the Club and use social media to add value and build an organic audience quickly and within my personal brand.

**@SadieNardiniOfficial** on IG and FB